



April 12, 2006

SHW
**Shook,
Hardy &
Bacon** LLP
www.shb.com

Robert H. Reckers

Mail Stop Amendment
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

JPMorgan Chase Tower
600 Travis Street, Suite 1600
Houston
Texas 77002-2911
713.227.8008
713.546.5690 DD
713.227.9508 Fax
rreckers@shb.com

Re: Our Ref.: MFCP.109834 (MS # 306923.01)
Serial No. 10/691,885
Title: SYSTEM AND A METHOD FOR PRESENTING ITEMS TO A
USER WITH A CONTEXTUAL PRESENTATION

Dear Sir:

Enclosed herewith are following documents:

- Summary of Interview;
- a self-addressed postal card to acknowledge receipt of the foregoing submissions.

The Commissioner is authorized to change Deposit Account No. 19-2112 for the filing fee and any additional fees which may be required in connection with this application. This authorization is made in duplicate.

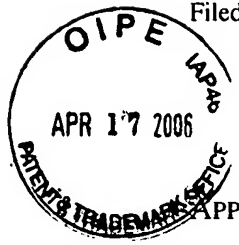
Respectfully submitted,

Robert H. Reckers
Robert H. Reckers
Reg. No. 54,633

RHR/df
Enclosures

CERTIFICATE OF MAILING 37 C.F.R. § 1.8	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, COMMISSIONER FOR PATENTS, P.O. Box 1450, Alexandria, VA.22313, on:	
<u>April 12, 2006</u> Date	<u><i>Deborah Falt</i></u> Signature

Geneva
Houston
Kansas City
London
Miami
Orange County
Overland Park
San Francisco
Tampa
Washington, D.C.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS:

TIMOTHY P. MCKEE, *ET AL.*

SERIAL NO. 10/691,885

FILING DATE: OCTOBER 23, 2003

TITLE: SYSTEM AND A METHOD FOR
PRESENTING ITEMS TO A USER WITH
A CONTEXTUAL PRESENTATION

§ ATTORNEY DOCKET NO. MFCP.109834
§
§
§
§ GROUP ART UNIT: 2174
§
§
§ EXAMINER: BORIS M. PESIN
§
§

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

CERTIFICATE OF MAILING 37 C.F.R. § 1.8	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA.22313, on:	
4-12-06 Date	<i>Deborah Faulk</i> Signature

SUMMARY OF INTERVIEW

Pursuant to MPEP § 713.04, Applicants submit the following summary of an
applicant-initiated interview with Examiner Pesin conducted on April 11, 2006.

Brief Description of the Nature of any Exhibit Shown or any Demonstration Conducted:

No exhibits were shown and no demonstrations were conducted.

Identification of the Claims Discussed:

The limitations of independent Claims 1, 11, 20, 21, 29, 34 and 40 were discussed.

Identification of Specific Prior Art Discussed:

Hahn, *et al.*, U. S. Patent No. 5,751,287 ("Hahn").

Identification of the Principle Proposed Amendments of a Substantive Nature Discussed:

The Examiner and Applicants' representative discussed proposed claim amendments that more specifically define the claimed query and the claimed display schema.

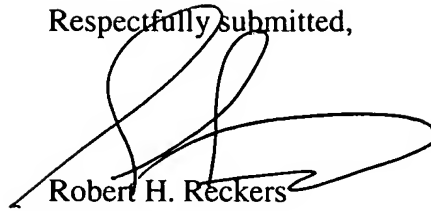
The General Thrust of the Principal Arguments of Applicants and the Examiner:

The Examiner and Applicants' representative generally discussed the differences between the independent claims and the Hahn reference, as well as other known art. The Examiner indicated that the proposed claims amendment may overcome the present rejection by more specifically defining the relationship between the claimed query and the claimed display schema.

General Indication Of Any Other Pertinent Matters Discussed:

No other pertinent matters were discussed.

Respectfully submitted,



Robert H. Reckers
Reg. No. 54,633

SHOOK, HARDY & BACON L.L.P.
2555 Grand Blvd.
Kansas City, Missouri 64108-2613
Phone: 816/474-6550
Fax: 816-421-5547